EOM/EOC

WDIV/DETROIT

ORDER

Flight Dates 10/09/12-10/15/12

Order Sep 00:15:00

Product Estimate # 1604

Contract / Revision 258739 / MDSCC-SC Alt Order # 06310245

<u>Original Date / Revision</u> Agency Com % <u>Billing Type</u> Trade

09/11/12 09/11/12 Billing Contact Order Type GENERAL

Advertiser ISS/Michigan Democratic St Billing Cycle

Start Date

1322 G Street, SE Billing Calendar BROADCAST

Washington, DC 20003

Demographic A35+

Agency Three Point Media

Buying Contact

Rev Codes

AGY POL ISSUE

Sales Office PHI Product Codes PA-Democrat

1322 G Street, SE

Washington, DC 20003

Sales Region NAT

Priority P-2

Advertiser Ref

Primary Account Executive

Order%

Nick Welte

Account Executive

Nick Welte 100%

End Date

Order Share 100% Market Value 88500

Competing Station %	6 of Order	<u>Amoun</u> t
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals Billing Plan

	-					J			
Month	# of Spots	Net Amount C	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount G	ross Amount
October 2012	70	\$88,500.00	\$88,500.00	0.00	10/01/12	10/15/12	70	\$88,500.00	\$88,500.00
Totals	70	\$88,500.00	\$88,500.00	0.00					

											Tota	als
Ln Ch	Start	End	Inventory Cod	e Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WDIV	10/12/1	2 10/12/12	Ellen 10-11a M-	F CM	10-11A Ellen	1	:30	1	\$950.00 P-2	0.00 NM	1	\$950.00
			10-11AM Ellen									
<u>Star</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	08/12	10/14/12	1	1	\$950.00	0.00						
E 2 WDIV	10/12/1	2 10/12/12	Late Night w/J F	allon CM	1237A-137A	1	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
			Late Night 1237	'-137A								
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	08/12	10/14/12	1	1	\$500.00	0.00						
E 3 WDIV	10/12/1	2 10/12/12	Noon News 12-	1230p M G M	12N-1230P	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
			Noon News 12-	1230p								
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	08/12	10/14/12	1	1	\$1,200.00	0.00						
E 4 WDIV	10/12/1	2 10/12/12	Ricki Lake 3-4p	CM	3-4p	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
			Ricki Lake									
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	08/12	10/14/12	1	1	\$600.00	0.00						
E 5 WDIV	10/12/1	2 10/12/12		CM	NBC Early	1	:30	1	\$90.00 P-2	0.00 NM	1	\$90.00



WDIV/DETROIT
Contract / Revision 258739 Flight Dates 10/09/12-10/15/12

Hiatus Dates

<u>Original Date / Revision</u> 09/11/12/ 09/11/12 <u>Order Sep</u> 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC

									Tota	als_
Ln Ch Start E	End	Inventory Code		Start/End Ti	me Days	Len Spo	ts Rate Pri	Rtg Type S	Spots	Amount
		NBC Early	ouay							
	nd Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/ E 6 WDIV 10/12/12 10	0/12/12	M-F Local News	1 @ 4nmCM	\$90.00 4p-430pm	0.00	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
L 0 VVDIV 10/12/12 IV	0/12/12	M-F Local News	•	тр тоорііі	1	.50	Τ ψ1,200.001 2	0.00 14141	'	ψ1,200.00
	nd Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating					
Week: 10/08/12 10/ E 7 WDIV 10/12/12 10	0/12/12	M-F 430-5P Insid		\$1,200.00 430p-5p	0.00	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
E 7 VVDIV 10/12/12 10	0/12/12	Inside Edition M-		чоор ор	•	.00	1 \$1,100.001 2	0.00 14141		ψ1,100.00
	nd Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating					
Week: 10/08/12 10/ E 8 WDIV 10/12/12 10/	0/12/12			\$1,100.00 5P-530P	0.00	:30	1 \$2,100.00 P-2	0 00 NM	1	\$2,100.00
2 0 11011 10/12/12 1	0, 12, 12	M-F Local 4 New		(5:00 PM-5:30		.00	1 42,100.001 2	0.00 14.01		φ2,100.00
	nd Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating					
Week: 10/08/12 10/ E 9 WDIV 10/12/12 10/	0/12/12	=		\$2,100.00 530-6a	0.00	:30	1 \$650.00 P-2	0.00 NM	1	\$650.00
2 0 11011 10/12/12 1	0, 12, 12	Local 4 News To		(5:30 AM-6:0		.00	. 4000.001 2	0.00 14.01		φοσσ.σσ
	nd Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating					
Week: 10/08/12 10/ E 10 WDIV 10/12/12 10	0/12/12	M-F Access 7-73	1 0P Wh €M	\$650.00 7P-730P	0.00	:30	1 \$3,200.00 P-2	0.00 NM	1	\$3,200.00
2.00.00000	0, 12, 12	M-F Wheel of Fo			-	.00	. 40,200.00	0.00	·	ψο,Ξου.σο
<u> </u>	nd Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating					
Week: 10/08/12 10/ E 11 WDIV 10/12/12 10	0/12/12	Friday 8-9p	CM	\$3,200.00 8-9PM	0.00	:30	1 \$5,000.00 P-2	0.00 NM	1	\$5,000.00
	•,,	Dateline Detroit			_		. •••			4 0,00000
	nd Date 0/14/12	<u>Weekdays</u> 1	Spots/Week	Rate	Rating					
E 12 WDIV 10/12/12 10		Today Show 9-10		\$5,000.00 9A-10A	0.00	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
		Today Show 9-10					•			********
	nd Date 0/14/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$800.00	Rating 0.00					
E 13 WDIV 10/15/12 10		Ellen 10-11a M-F	<u>.</u>	10-11A Ellen		:30	1 \$950.00 P-2	0.00 NM	1	\$950.00
	.,,	10-11AM Ellen								*******
	nd Date	Weekdays	Spots/Week 1	Rate	Rating 0.00					
E 14 WDIV 10/15/12 10/	0/15/12	Late Night w/J Fa	·	\$950.00 1237A-137A	1	:30	1 \$500.00 P-2	0.00 NM	1	\$500.00
		Late Night 1237-					•			*******
	nd Date 0/21/12	Weekdays	Spots/Week 1	Rate \$500.00	Rating 0.00					
E 15 WDIV 10/15/12 10/		-		NBC Early	1	:30	1 \$90.00 P-2	0.00 NM	1	\$90.00
		NBC Early	,	,						
	nd Date 0/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$90.00	Rating 0.00					
E 16 WDIV 10/15/12 10		M-F Local News	· ·	4p-430pm	1	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
		M-F Local News								
	nd Date 0/21/12	<u>Weekdays</u> 1	Spots/Week	Rate \$1,200.00	Rating 0.00					
E 17 WDIV 10/15/12 10/		4:30am Local Ne		4:30-5am M-		:30	1 \$175.00 P-2	0.00 NM	1	\$175.00
		4:30am Local Ne	ws				-	1		
Start Date En	nd Date	Weekdays	Spots/Week	Rate	Rating			1		



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Hiatus Dates

<u>Original Date / Revision</u> 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC

Ln Ch Sta	rt End	Inventory Code Break	Start/End T	īme Days	Len Sp	ots Rate Pri	Rtg Type	Tota Spots	als Amount
E 17 WDIV 10/15	5/12 10/15/12	4:30am Local News M-FCM 4:30am Local News	4:30-5am M	-F 1	:30	1 \$175.00 P-2	0.00 NM	1	\$175.00
Start Date		Weekdays Spots/Week		Rating					
Week: 10/15/12	10/21/12	1 1	\$175.00	0.00					
E18 WDIV 10/15	5/12 10/15/12	M-F 430-5P Inside Editi M⋅F 430-5P M⋅F 430-5P	430p-5p	1	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Date Week: 10/15/12	10/21/12		Rate \$1,100.00	Rating 0.00					
E19 WDIV 10/15	5/12 10/15/12	5-6pm Local 4 News M-ÆM M-F Local 4 News 5-6pm	5P-530P (5:00 PM-5:3	1 30 PM)	:30	1 \$2,100.00 P-2	0.00 NM	1	\$2,100.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week		Rating 0.00					
E 20 WDIV 10/15	5/12 10/15/12	5-6am Local News M-F CM Local 4 News Today 5-6A	530-6a (5:30 AM-6:0	1 00 AM)	:30	1 \$650.00 P-2	0.00 NM	1	\$650.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week	Rate \$650.00	Rating 0.00					
E21 WDIV 10/15	5/12 10/15/12	6-630pm Local 4 News M/M M-F Local 4 News 6-630p	6P-630P	1	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week		Rating 0.00					
E 22 WDIV 10/15	5/12 10/15/12	Jeopardy 730-8p M-F CM M-F Jeopardy	730P-8P	1	:30	1 \$3,200.00 P-2	0.00 NM	1	\$3,200.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week		Rating 0.00					
E 23 WDIV 10/15	5/12 10/15/12	Today Show 9-10a M-F CM Today Show 9-10A	9A-10A	1	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays Spots/Week	Rate \$800.00	Rating 0.00					
E24 WDIV 10/13	3/12 10/13/12	Saturday 1130P-1A SNLCM Saturday Night Live	1130P-102A	A1-	:30	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Week		Rating 0.00					
E 25 WDIV 10/13	3/12 10/13/12	Sat 7-730pm Local New&M Sat 7-730pm Local News	7p-730p	1-	:30	1 \$1,450.00 P-2	0.00 NM	1	\$1,450.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Week		Rating 0.00					
E 26 WDIV 10/13	3/12 10/13/12	Sat 6-8am Loc News CM Sat 6-8am/Local 4 News	6-7am (6:00 AM-7:0	1- 00 AM)	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Week		Rating 0.00					
E 27 WDIV 10/13	3/12 10/13/12	Sat 6-8am Loc News CM Sat 6-8am/Local 4 News	7-8am (7:00 AM-8:0	1- 00 AM)	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Week	Rate \$800.00	Rating 0.00					
E 28 WDIV 10/13	3/12 10/13/12	Sat Today 8-10am CM Sat 8-10am Today	Sat 9-10am (9:00 AM-10	Today 1 - :00 AM)	:30	1 \$1,450.00 P-2	0.00 NM	1	\$1,450.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Week		Rating 0.00					
E 29 WDIV 10/14			Sun 6pm	1	:30	1 \$1,550.00 P-2	0.00 NM	1	\$1,550.00
Start Date	End Date	Weekdays Spots/Week	Rate	Rating					



258739 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC

Original Date / Revision 09/11/12/ 09/11/12

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									Tota	als
Ln Ch Star	t End	Inventory Code	Break	Start/End Ti	me Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 29 WDIV 10/14	/12 10/14/12	Sun 6-630pm Loc	cal NewSM	Sun 6pm	1	:30	1 \$1,550.00 P-2	0.00 NM	1	\$1,550.00
		Sun 6pm		_						
Start Date	End Date	Weekdays 1	Spots/Week	Rate	Rating					
Week: 10/08/12 E30 WDIV 10/14	10/14/12	Sun 6 7200m Lor		\$1,550.00 Sun 6-7am	0.00	:30	1 \$600.00 P-2	0.00 NIM	1	\$600.00
L 30 VVDIV 10/14	/12 10/14/12	Sun News 6-730		(6:00 AM-7:00		.30	1 \$000.00 F-2	U.UU INIVI	'	φουσ.σσ
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	1	1	\$600.00	0.00					
E31 WDIV 10/14	/12 10/14/12			Sun 7-7:30an		:30	1 \$725.00 P-2	0.00 NM	1	\$725.00
		Sun News 6-730		(7:00 AM-7:30						
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$725.00	Rating 0.00					
E 32 WDIV 10/14			laws CM	Sun 8-9am	1	:30	1 \$900.00 P-2	0.00 NM	1	\$900.00
L 32 VVDIV 10/14	/12 10/14/12	Sun Local News		Our o Sam	1	.50	1 ψ300.001-2	0.00 14101		ψ500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	1	1	\$900.00	0.00					
E33 WDIV 10/11	/12 10/11/12		CM	10-11A Ellen	1	:30	1 \$950.00 P-2	0.00 NM	1	\$950.00
2 2 .		10-11AM Ellen		5 .	5					
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$950.00	Rating 0.00					
E 34 WDIV 10/11			· ·	1237A-137A	1	:30	1 \$500.00 P-2	0.00 NM	1	\$500.00
204 WDIV 10/11	712 10/11/12	Late Night 1237-		120771 10771	1	.00	Ι ψοσσ.σσ1 2	0.00 14101		ψοσο.σσ
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	1	1	\$500.00	0.00					
E35 WDIV 10/11	/12 10/11/12		CM	3-4p	1	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Ctart Data	Frad Data	Ricki Lake	Consta ///onle	Data	Detine					
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00					
E 36 WDIV 10/11		4am NBC Early T	·	NBC Early	1	:30	1 \$90.00 P-2	0.00 NM	1	\$90.00
		NBC Early		,			****			******
Start Date		Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	1	1	\$90.00	0.00					
E 37 WDIV 10/11	/12 10/11/12		•	4p-430pm	1	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date	End Date	M-F Local News	© 4pm Spots/Week	Poto	Rating					
Week: 10/08/12	10/14/12	<u>Weekdays</u> 1		Rate \$1,200.00	0.00					
E 38 WDIV 10/11		4:30am Local Ne		4:30-5am M-F		:30	1 \$175.00 P-2	0.00 NM	1	\$175.00
		4:30am Local Ne								
Start Date		Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	1	1	\$175.00	0.00					
E 39 WDIV 10/11	/12 10/11/12			430p-5p	1	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Date	End Date	Inside Edition M- Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	1		\$1,100.00	0.00					
E 40 WDIV 10/11		5-6pm Local 4 Ne		5P-530P	1	:30	1 \$2,100.00 P-2	0.00 NM	1	\$2,100.00
		M-F Local 4 New		(5:00 PM-5:30	PM)					
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12	10/14/12	1	1	\$2,100.00	0.00		4 00-05-	0.00		**
E41 WDIV 10/11	/12 10/11/12	5-6am Local New Local 4 News To		530-6a	1	:30	1 \$650.00 P-2	0.00 NM	1	\$650.00
Start Date	End Date	Weekdays	Spots/Week	(5:30 AM-6:00 Rate	Rating					
Start Date	LIIU Dale	vvccRuays	opolo/ vveek	itale	Rating				•	



258739 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC

Ln Ch Start	End	<u> </u>	k Start/End T	ïme Days	Len Sp	ots Rate Pri	Rtg Type	Tota Spots	Amount
E41 WDIV 10/11/12	2 10/11/12	5-6am Local News M-F CM Local 4 News Today 5-6A	530-6a (5:30 AM-6:0	1 00 AM)	:30	1 \$650.00 P-2	0.00 NM	1	\$650.00
Start Date	End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 10/08/12	10/14/12	1	1 \$650.00	0.00					
E 42 WDIV 10/11/12	2 10/11/12	5-6pm Local 4 News M-EM M-F Local 4 News 5-6pm	530P-6P (5:30 PM-6:0	1 00 PM)	:30	1 \$2,250.00 P-2	0.00 NM	1	\$2,250.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	<u>k</u> <u>Rate</u> 1 \$2,250.00	Rating 0.00					
E 43 WDIV 10/11/12	2 10/11/12	6-630pm Local 4 News M/M M-F Local 4 News 6-630p	6P-630P	1	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	k Rate 1 \$3,000.00	Rating 0.00					
		Jeopardy 730-8p M-F CM M-F Jeopardy	730P-8P	1	:30	1 \$3,200.00 P-2	0.00 NM	1	\$3,200.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	k Rate 1 \$3,200.00	Rating 0.00					
		Today Show 9-10a M-F CM Today Show 9-10A	9A-10A	1	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	<u>k</u> <u>Rate</u> 1 \$800.00	Rating 0.00					
E 46 WDIV 10/09/12		Ellen 10-11a M-F CM 10-11AM Ellen	10-11A Eller		:30	1 \$950.00 P-2	0.00 NM	1	\$950.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	<u>k</u> <u>Rate</u> 1 \$950.00	Rating 0.00					
E 47 WDIV 10/09/12			1237A-137A		:30	1 \$500.00 P-2	0.00 NM	1	\$500.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	<u>k</u> <u>Rate</u> 1 \$500.00	Rating 0.00					
E 48 WDIV 10/09/12	2 10/09/12	Ricki Lake 3-4p CM Ricki Lake	3-4p	- 1	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	<u>k</u> <u>Rate</u> 1 \$600.00	Rating 0.00					
E 49 WDIV 10/09/12	2 10/09/12	4am NBC Early Today CM NBC Early	NBC Early	- 1	:30	1 \$90.00 P-2	0.00 NM	1	\$90.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	<u>k</u> <u>Rate</u> 1 \$90.00	Rating 0.00					
		M-F Local News @ 4pmCM M-F Local News @ 4pm	4p-430pm	- 1	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	k Rate 1 \$1,200.00	Rating 0.00					
E 51 WDIV 10/09/12			4:30-5am M-		:30	1 \$175.00 P-2	0.00 NM	1	\$175.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	<u>k</u> <u>Rate</u> 1 \$175.00	Rating 0.00					
		M-F 430-5P Inside Editi@M Inside Edition M-F 430-5p	430p-5p	- 1	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays Spots/Wee	<u>k</u> <u>Rate</u> 1 \$1,100.00	Rating 0.00					
E 53 WDIV 10/09/12			5P-530P (5:00 PM-5:3	- 1	:30	1 \$2,100.00 P-2	0.00 NM	1	\$2,100.00
Start Date	End Date	Weekdays Spots/Wee	•	Rating					



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Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC

	Start	End	Inventory Code		Start/End Ti		Len Sp			Rtg Type		Amount
E53 WDIV	10/09/1	2 10/09/12	5-6pm Local 4 No M-F Local 4 New		5P-530P (5:00 PM-5:30	- 1 O PM)	:30	1 \$2,100.	00 P-2	0.00 NM	1	\$2,100.00
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	- 1	1	\$2,100.00	0.00						
E 54 WDIV	10/09/1	2 10/09/12	5-6am Local New Local 4 News To		530-6a (5:30 AM-6:00	- 1 O AM)	:30	1 \$650.	00 P-2	0.00 NM	1	\$650.00
Start Week: 10/0	t <u>Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> - 1	Spots/Week	<u>Rate</u> \$650.00	Rating 0.00						
E 55 WDIV			6-630pm Local 4 M-F Local 4 New		6P-630P	- 1	:30	1 \$3,000.	00 P-2	0.00 NM	1	\$3,000.00
Start Week: 10/0	t Date 08/12	End Date 10/14/12	<u>Weekdays</u> - 1	Spots/Week	Rate \$3,000.00	Rating 0.00						
E 56 WDIV			Jeopardy 730-8p M-F Jeopardy		730P-8P	- 1	:30	1 \$3,200.	00 P-2	0.00 NM	1	\$3,200.00
Start Week: 10/0	t Date	End Date 10/14/12	Weekdays	Spots/Week	Rate \$3,200.00	Rating 0.00						
E 57 WDIV			Today Show 9-10	Da M-F CM	9A-10A	- 1	:30	1 \$800.	00 P-2	0.00 NM	1	\$800.00
Start Week: 10/0	t Date	End Date 10/14/12	Weekdays	Spots/Week 1	Rate	Rating						
			Ellen 10-11a M-F	•	\$800.00 10-11A Ellen	0.00	:30	1 \$950.	00 P-2	0.00 NM	1	\$950.00
			10-11AM Ellen									
Start Week: 10/0	t <u>Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$950.00	Rating 0.00						
E59 WDIV	10/10/1	2 10/10/12	Tonight Show w/ Tonight Show 11		1135P-1237 <i>P</i>	A 1	:30	1 \$1,650.	00 P-2	0.00 NM	1	\$1,650.00
Start Week: 10/0	t Date 08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,650.00	Rating 0.00						
E60 WDIV	10/10/1	2 10/10/12	Late Night w/J Fa		1237A-137A	1	:30	1 \$500.	00 P-2	0.00 NM	1	\$500.00
Start Week: 10/0	t Date 08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E61 WDIV	10/10/1	2 10/10/12	Noon News 12-1 Noon News 12-1	•	12N-1230P	1	:30	1 \$1,200.	00 P-2	0.00 NM	1	\$1,200.00
Start Week: 10/0	t Date	End Date 10/14/12	Weekdays	Spots/Week	Rate \$1,200.00	Rating 0.00						
E 62 WDIV			Ricki Lake 3-4p Ricki Lake	СМ	3-4p	1	:30	1 \$600.	00 P-2	0.00 NM	1	\$600.00
	t Date	End Date 10/14/12	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0 E 63 WDIV				Today CM	\$600.00 NBC Early	0.00	:30	1 \$90.	00 P-2	0.00 NM	1	\$90.00
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0 E 64 WDIV		10/14/12 2 10/10/12	M-F Local News		\$90.00 4p-430pm	0.00	:30	1 \$1,200.	00 P-2	0.00 NM	1	\$1,200.00
	t Date	End Date	M-F Local News Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	1		\$1,200.00	0.00						
E65 WDIV	10/10/1	2 10/10/12	M-F 430-5P Inside Edition M-		430p-5p	1	:30	1 \$1,100.	00 P-2	0.00 NM	1	\$1,100.00
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					I	

Print Date: 09/11/12





WDIV/DETROIT
Contract / Revision 258739 Flight Dates 10/09/12-10/15/12 Hiatus Dates

<u>Original Date / Revision</u> 09/11/12/ 09/11/12 <u>Order Sep</u> 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC Estimate # 1604

											Tota	als_
Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 65 WDIV	10/10/1	2 10/10/12	M-F 430-5P Inside Inside Edition M-I		430p-5p	1	:30	1	\$1,100.00 P-2	0.00 NM	1	\$1,100.00
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,100.00	Rating 0.00						
E66 WDIV	10/10/1	2 10/10/12	5-6pm Local 4 Ne M-F Local 4 News		5P-530P (5:00 PM-5:	1 30 PM)	:30	1	\$2,100.00 P-2	0.00 NM	1	\$2,100.00
<u>Sta</u> Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$2,100.00	Rating 0.00						
E67 WDIV	10/10/1	2 10/10/12	5-6am Local New Local 4 News Too		530-6a (5:30 AM-6:	1 00 AM)	:30	1	\$650.00 P-2	0.00 NM	1	\$650.00
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$650.00	Rating 0.00						
E68 WDIV	10/10/1	2 10/10/12	5-6pm Local 4 Ne M-F Local 4 News		530P-6P (5:30 PM-6:0	1 00 PM)	:30	1	\$2,250.00 P-2	0.00 NM	1	\$2,250.00
Sta Week: 10/	rt Date /08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$2,250.00	Rating 0.00						
E69 WDIV	10/10/1	2 10/10/12	M-F Access 7-730 M-F Wheel of For		7P-730P	1	:30	1	\$3,200.00 P-2	0.00 NM	1	\$3,200.00
Sta Week: 10/	rt Date /08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$3,200.00	Rating 0.00						
E70 WDIV	10/10/1	2 10/10/12	Today Show 9-10 Today Show 9-10		9A-10A	1	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	Rate \$800.00	Rating 0.00						
										Totala	70 ft	00 500 00

Totals 70 \$88,500.00